

TRANSPORTATION TUESDAY

**AVOID LANE CHANGE / MERGE
ACCIDENTS ... TURN OUT YOUR
SIDE MIRRORS TO REDUCE
BLIND ZONES**

Good visibility is no accident



**THERE ARE MORE THAN 600,000
LANE CHANGE/ MERGE ACCIDENTS IN
THE UNITED STATES EACH YEAR.**

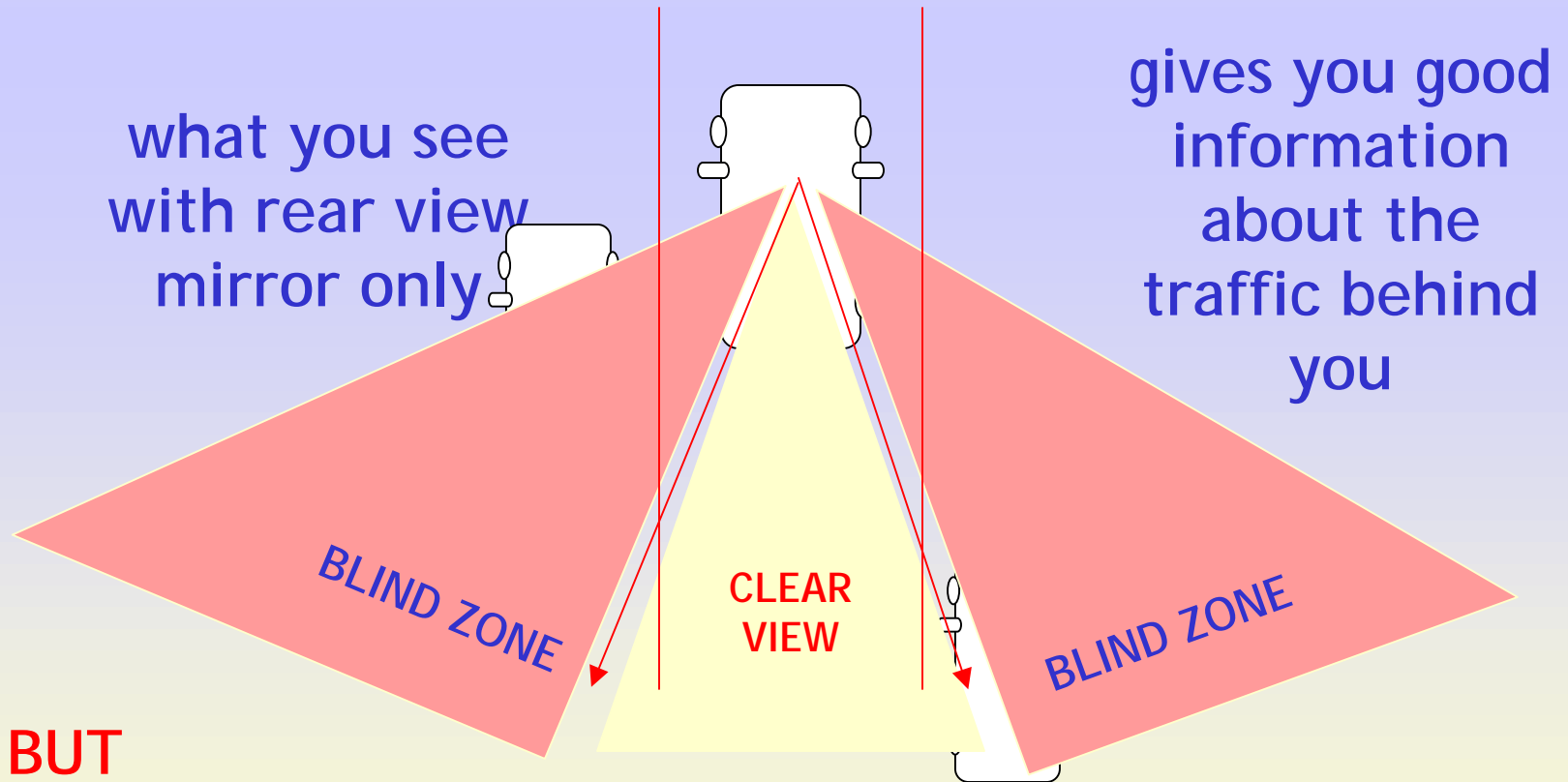
**More than 200 people die each year
in these accidents.**

**60% of drivers causing the crash say
they didn't see the other vehicle.**

**We don't have statistics for Middle
East - but you see what goes on
every day.**



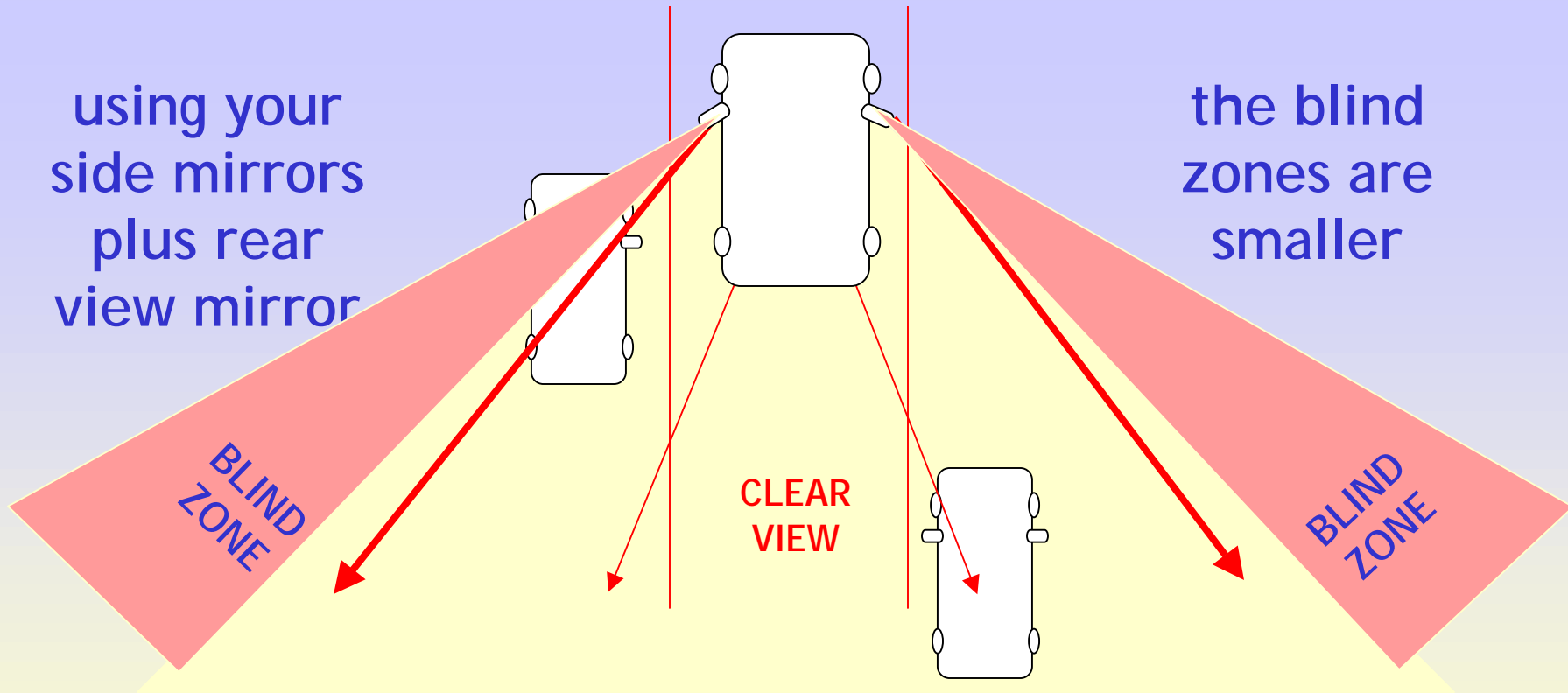
YOUR REAR VIEW (INSIDE) MIRROR IS NOT ENOUGH



you cannot see traffic on your left and right until it gets very close



NORMAL SIDE MIRROR POSITION - (YOU CAN SEE THE SIDE OF YOUR CAR)



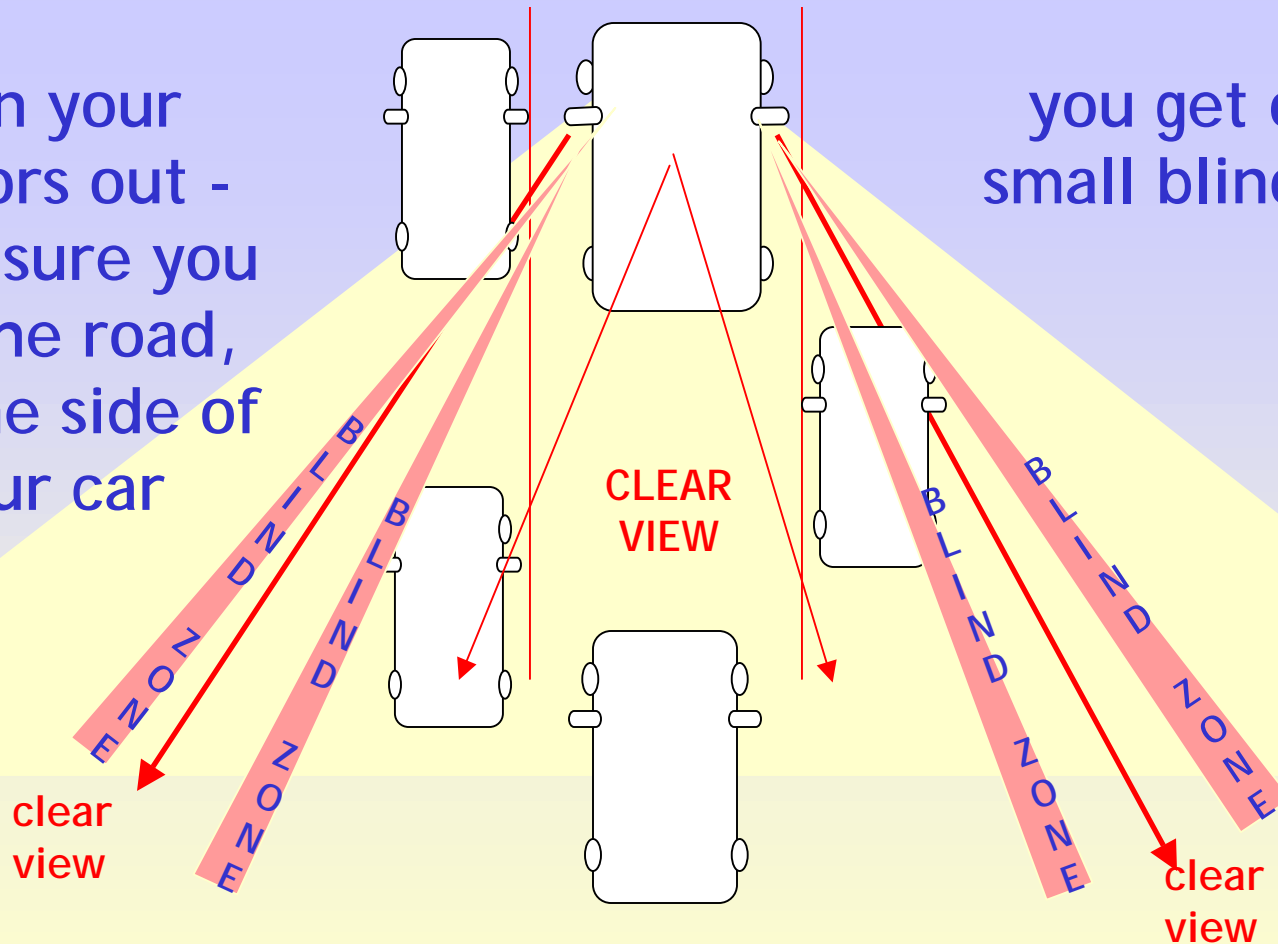
AND
other traffic stays in your view for longer



NEW SIDE MIRROR POSITION - (YOU LOOK ALONG THE ROAD, NOT THE SIDE OF YOUR CAR)

turn your
mirrors out -
make sure you
see the road,
not the side of
your car

you get only 4
small blind zones



you can see other traffic sooner and for longer



FIVE GOOD REASONS TO TURN OUT YOUR MIRRORS

- you don't need to look over your shoulder so often (but it's not a bad idea to do so)
- you need only a brief glance at the mirror to view the blind zone - at highway speeds, turning your head means 30m travelled
- glancing at the mirror leaves the forward scene in your view
- blind zones can be included in your visual scanning (which we're all doing, of course)
- at night, no more glare from headlights into your mirrors



GOOD VISIBILITY IS NO ACCIDENT

It will take time to change your habits and to get used to the new mirror position. But stick with it and you will be rewarded with a new view in driving that will improve your safety and comfort.

Try the new mirror position today

